

Message Text

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PAGE 01 JIDDA 06395 172138Z

64

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W

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R 170945Z SEP 75

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 2439

USDOC WASHDC

INFO AMEMBASSY BEIRUT

UNCLAS JIDDA 6395

BEIRUT FOR RTDO

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJECT: PROPOSED U.S. EXHIBIT, JIDDA 1976-POSSIBLE LOCATION
CHANGE

1. SAG HAS SENT EMBASSY FORMAL NOTE DATED SEPTEMBER 8,
1975 STATING THAT U.S. EXHIBIT 1976 CANNOT BE HELD UNTIL
AFTER APRIL. THE PERTINENT PARAGRAPH IS AS FOLLOWS:

"THE MINISTRY HOPES TO BE INFORMED IF THE COMPETENT
U.S. CIRCLE IS STILL WILLING TO HOLD THE SAID EX-
HIBIT IN RIYADH ON THE PRESCRIBED DATE, TAKING
INTO CONSIDERATION THAT THE U.S. SHOW CANNOT BE
HELD IN JIDDA BEGINNING MARCH 15, 1976, FOR THIS
CONTRADICTS WITH DATES OF OTHER EXHIBITIONS WHICH
HAD ALREADY BEEN AUTHORIZED IN JIDDA STARTING JAN-
UARY 1976 THROUGH APRIL 1976. THE MINISTRY, THEREFORE,
REQUESTS THAT IT BE INFORMED OF THE DATE WHICH THE
U.S. AUTHORITIES DEEM APPROPRIATE FOR HOLDING THE
SHOW IN JIDDA DURING MONTHS OTHER THAN THOSE INDICATED
ABOVE."

2. EMBASSY LIAISON OFFICER AT RIYADH STATED IN TELCON
THAT ACTION ORIGINATED BY DIRECTOR FOR INTERNATIONAL
TRADE AT MINISTRY COMMERCE AND INDUSTRY. TRYING GET
SHOW BACK ON TRACK FOR APRIL 12-17, 1976 BUT FEELS NO
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DEFINITE RESULT CAN BE ACHIEVED UNTIL MINISTER RETURNS

FROM OFFICIAL VISIT TO MOROCCO.

3. WE INTEND PROCEED WITH PLANNING AND SITE SURVEY AND LOOK FORWARD TO WILLIAM VITOUS VISIT AS SCHEDULED. AS INDICATED IN THE ABOVE EXTRACT, THE MINISTRY IS INTERESTED IN KNOWING WHETHER RIYADH IS ACCEPTABLE VENUE FOR THE EXHIBIT. IF COMMERCE CONCURS, THE EMBASSY BELIEVES THAT HOLDING EXHIBIT THERE IS FEASIBLE. SAG APPEARS TO WANT IT THERE. HOWEVER, WE ARE CONCERNED MORE ABOUT EARLY TIMING THAN LOCATION TO AVOID BEING OUTSTRIPPED BY EUROPEAN AND ASIAN COMPETITION IN THIS FIELD.

4. IN ADDITION EXHIBIT GOODS FOR RIYADH COULD BE LANDED AT DAMMAM WHERE TURNAROUND TIME IS ONLY 21 DAYS VERSUS 75 DAYS AT JIDDA. DISTANCE RIYADH TO DAMMAM OVER GOOD ROAD IS ABOUT 400 MILES. ANOTHER FACTOR FOR CONSIDERATION IS THAT SAG ITSELF WILL BE PRIME SALES PROSPECT FOR BUILDING MATERIAL AND CONSTRUCTION EQUIPMENT.

5. WEATHER IN RIYADH DURING APRIL-MAY MUCH BETTER THAN IN JIDDA. LOGISTIC PROBLEMS, HOWEVER, NOW PREVENT ANY TIMING EARLIER THAN APRIL.

6. PLEASE ADVISE SOONEST SO WE CAN REPLY TO SAG NOTE, SELECT SITE, ETC. IF COMMERCE CONCURS ABOVE, WE WOULD HOPE TO HAVE VITOUS CONDUCT SITE SURVEY IN RIYADH ALSO.

7. COMMENTS RE BRITISH EXPERIENCE SENT SEPARATE MESSAGE TODAY.
HORAN

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NNN

Message Attributes

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Margaret P. Grafeld
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